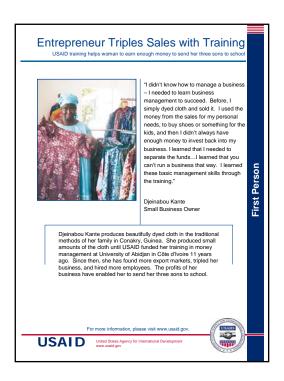
USAID Launches "Telling Our Story"



First Person Success Story Format

Goals

- To improve how USAID communicates by putting a human face on our work.
- To create a story-telling culture & develop a network of story-tellers.
- To build a bank of standardized success stories in ready-to-use formats sustained by the on-going contributions by missions.

Mission Benefits

- A simple approach to communicating and sharing best practices.
- A way to upgrade each missions' documentation system and improve writing and photography techniques.
- A tool for producing a series of ready-to-use standardized communications products.
- A searchable bank of success stories.

Telling Our Story Tools

The Bureau for Legislative Public Affairs has developed online tools for producing success stories based on simple formats. The formats include: Success Story, Case Study, First Person, Photo & Caption, and Before & After.

The Telling Our Story tools are as easy to use as e-mail - enter your story for a format based on a simple step-by-step method and submit.

Missions are invited to contribute to a growing database of success stories using these tools. Please visit **stories.usaid.gov** to send us your stories.

Telling Our Story Workshops

The Telling Our Story Workshop is part of a global effort to change the way USAID communicates.

A Telling Our Story field representative may be available to conduct workshops at your mission requiring only a few concentrated hours of time from staff.

The Telling Our Story field representative will provide story-telling techniques and demonstrate how to utilize the Telling Our Story tools to produce success stories with impact.

For more information, please visit stories.usaid.gov



